

**KBBM(FM), KBXR(FM), KPLA(FM), KFRU(AM), KLIK(AM),
KJMO(FM), KOQL(FM) & KZJF(FM)**

**EEO PUBLIC FILE REPORT
October 1, 2007 to September 30, 2008**

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Account Executive	1, 3-10	4
Account Executive	1, 3-10	4
Account Executive	1, 3, 5-10	9
Account Executive	1, 3, 5-10	9
Account Executive	1, 3, 5-10	10
Account Executive	1, 3, 5-10	10
Account Executive	1, 3-10	4
Account Executive	1, 3, 5-10, 19	19
Account Executive	1, 3-10	4
Sales Assistant	1-3, 5-10, 12-13	7
Administrative Assistant	1-3, 5-10, 12-13, 18	18
On-Air Announcer	12-14, 17	14
On-Air Announcer	12-14, 17, 20	20
Receptionist	1, 3, 5-10, 12-13, 18	18
Meteorologist	22*	22
On-Air Announcer	12-14, 17	17
Sales Manager	1, 3, 5-10, 12-13, 18	18
Account Executive	1, 3, 5-10, 12-13	8
Account Executive	1, 3, 5-10, 12-13, 18	18
Account Executive	1, 3, 5-10, 12-13, 18	18
Promotions	1, 3, 5-10, 12-13, 21	21
Sales Manager	1, 3, 5-10, 12-13, 18	18

* *Exigent Circumstances*

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
1	Columbia Daily Tribune Classifieds 101 N. Fourth Street Columbia, MO 65201	N	4
2	Jefferson City News Tribune Classifieds 210 Monroe Street Jefferson City, MO 65101	N	2
3	KFRU(AM) On-Air Announcements 503 Old Highway 63 North Columbia, MO 65201 www.kfru.com Contact: Mindy Wolf	N	0
4	KPLA(FM) On-Air Announcements 503 Old Highway 63 North Columbia, MO 65201 www.kpla.com Contact: Mindy Wolf	N	10
5	KJMO(FM) On-Air Announcements 503 Old Highway 63 North Columbia, MO 65201 www.kjmo.com Contact: Mindy Wolf	N	0
6	KLIK(AM) On-Air Announcements 503 Old Highway 63 North Columbia, MO 65201 www.klik1240.com Contact: Mindy Wolf	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
7	KBBM(FM) On-Air Announcements 503 Old Highway 63 North Columbia, MO 65201 www.buzz.fm Contact: Mindy Wolf	N	2
8	KBXR(FM) On-Air Announcements 503 Old Highway 63 North Columbia, MO 65201 www.bxr.com Contact: Mindy Wolf	N	8
9	KOQL(FM) On-Air Announcements 503 Old Highway 63 North Columbia, MO 65201 www.q1061.com Contact: Mindy Wolf	N	5
10	KZJF(FM) On-Air Announcements 503 Old Highway 63 North Columbia, MO 65201 www.jeffcountry.com Contact: Mindy Wolf	N	4
11	Columbia/Jefferson City Business Times 2001 Corporate Place, Suite 100 Columbia, MO 65202 (573) 499-1830	N	0
12	University of Missouri – Mizzou Career Center 909 Lowry Mall Columbia, MO 65211-6060 Contact: Kristi Miller	N	0
13	Columbia College Career Center 1001 Rogers Street Columbia, MO 65216 Contact: Don Malson	N	0
14	All Access 28955 Pacific Coast Highway, Suite 210-5 Malibu, CA 90265 www.allaccess.com Contact: J. Denver	N	4

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
15	Missouri Broadcasters Association P.O. Box 104445 Jefferson City, MO 65110-4445 Contact: Don Hicks	N	0
16	Lincoln University Career Center 304 Founders Hall Jefferson City, MO 65101 Contact: Mary Davenport	N	0
17	St. Louis Broadcast Center 2360 Hampton Avenue St. Louis, MO 63139 Contact: John Carroll	N	2
18	Employee Referral	N	6
19	Non-Employee Referral	N	1
20	Internal Transfer/Promotion	N	1
21	Walk-Ins/Self-Referral	N	5
22	University of Missouri – Atmospheric Sciences Department 302E Anheuser-Busch Natural Resources Building Columbia, MO 65211 (573) 883-6301 (573) 884-5070 (fax)	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			55

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in Job Fair	On September 8, 2008, our stations participated in a career fair at the University of Missouri-Columbia. Station participants included our Promotions Director and Operations Manager, who collected resumes and discussed job opportunities at the stations with students interested in broadcasting careers.
2	Internship Program	During the reporting period, our stations hosted 14 interns from the University of Missouri. The internship program is designed to give college students exposure to the radio and promotions industry and offers meaningful educational and work experiences to meet the academic and career goals of the intern. Interns typically will assist radio personalities as well as the Promotions Director in attending and setup up for all radio and promotional events. In addition, they will assist all other departments with any special projects or assistance needed. The interns typically report directly to the Promotions Director.
3	Host Event/Program for an Educational Institution Relating to Career Opportunities in Broadcasting	<p>During the reporting period, our stations provided station tours to the groups listed below. Station participants included our Operations Manager and two On-Air Announcers, who conducted the tour and provided information to the students about radio operations and broadcasting careers.</p> <p>(1) In April 2008, our stations provided a station tour to a group of students who participate in “The Intersection,” a local program serving at-risk kids in Columbia, MO.</p> <p>(2) On April 3, 2008, our stations provided a station tour to a group of students from Columbia Catholic School. As part of the tour, station participants discussed the production and scripting of radio commercials, and the</p>

		<p>teachers assigned the class the project of writing their own advertisement, three of which were selected to be produced and aired on KPLA(FM) on April 23, 2008.</p> <p>(3) In March 2008, our stations conducted two separate station tours for local Cub Scout troops, who were able to earn a communications merit badge.</p> <p>(4) On February 6, 2008, our stations provided a station tour to a group of students from Columbia Catholic School as part of our Partners-In-Education outreach program.</p> <p>(5) In January 2008, our stations conducted two separate station tours for local Cub Scout troops, who were able to earn a communications merit badge.</p> <p>(6) On January 15, 2008 and January 17, 2008, our stations provided three separate station tours to a group of students from Columbia Catholic School as part of our Partners-In-Education outreach program.</p>
4	Host Event/Program for an Educational Institution Relating to Career Opportunities in Broadcasting	On September 24, 2008, our stations hosted 12 students from a Radio Production and Sales class at Central Methodist University. Station participants included our Market Manager, who showed the class the various aspects of a radio station, including an on-air studio, production studio, and our sales department, and provided students with information about broadcasting careers.
5	Management Level Training Regarding Equal Employment Opportunity and Preventing Discrimination	On April 4, 2008, station management, including our EEO Coordinator, Business Manager, and General Manager, participated in a telephonic training session on the FCC's EEO rules as presented by outside communications counsel for Cumulus.